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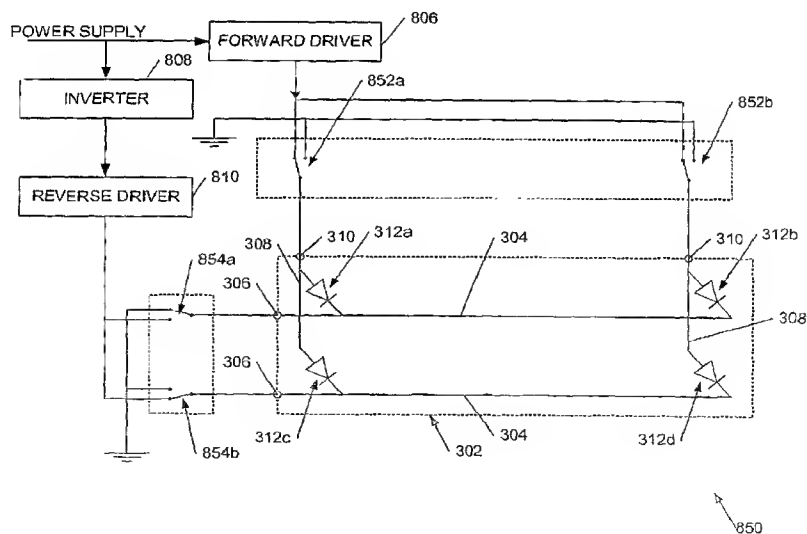
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(54) Title: ELECTROLUMINESCENT DISPLAY AND DRIVER CIRCUIT TO REDUCE PHOTOLUMINESCENCE



(57) Abstract: This invention generally relates to display driver circuits for electro-optic displays, and more particularly relates to circuits and methods for reducing the re-emission of absorbed light, for example to increase the colour gamut of organic light emitting diode displays. A driver for a display comprising a plurality of light emitting diode display elements, the driver comprising addressing circuitry to address said display elements, a first driver to cooperate with said address circuitry to provide a forward drive to at least one of said display elements to illuminate the display element, and a second driver to provide a reverse bias drive to others of said display elements at the same time as said at least one display element is illuminated to reduce a level of photoluminescence from said others of said display elements.

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